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#### ABSTRACT

A review of the literature on religion and advertisement led to the identification of three lines of studies examining the influence of religion on advertising. These three lines of studies focused on attitude toward advertising of controversial products, presence of religious values in advertisements executions, and the consumers' reactions to advertisement containing religious cues or symbols. The latter line has been followed modestly in Christian context but not in Islamic context of advertising. Hijab as a significant religious cue might peripherally generates a favorable attitude toward advertisement among Muslims. It is suggested that information processing theories like Elaboration Likelihood Model provides a pertinent theoretical framework to examine this effect empirically.

Keywords: advertising, Islam, religious symbols, Hijab, Elaboration Likelihood Model

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